

IN THE CLAIMS

1. (Currently Amended) An on line interactive advertising process system which enables time based viewing of random advertising by a person participant engaged in an activity in which the person receives electronic data and/or images and at the same time and at the option of the person participant, views said advertising; the process system comprising;

a consumer station which receives said electronic data or images;

an information provider which delivers said electronic data or images to said consumer station,

a host ~~having a website~~ with which said consumer station communicates and interacts,

an advertising provider in communication with said host and which delivers advertising to the host for selective viewing by the participant; wherein advertisements are delivered randomly from the advertising provider communicates via said host to with said consumer station via the internet ~~wherein, said participant, upon election by said consumer station~~ responsive to an invitation from said host can selectively view said advertising; wherein, when said consumer elects to view advertising from said advertising provider via said host, the consumer receives rewards, credits or benefits commensurate with the length of time advertising is viewed and wherein, the participant at the consumer station views said advertising material without requiring software downloaded and installed into the consumer station[,] from the host the

~~consumer receives said advertising material by responding to a random invitation from the host, which appears at the consumer station wherein, when said consumer elects to view advertising from said advertising provider via said host, the consumer receives rewards, credits or benefits commensurate with the length of time advertising is viewed.~~

2. (Currently Amended) An interactive process ~~system~~ according to claim 1 wherein said invitation is random and appears as an icon or alarm at the consumer station, the system including a predetermined idleness criteria such that in the event the consumer station fails to respond to the random invitation within a predetermined period, the invitation will cancel itself and reappear randomly at a later time at the consumer station allowing the consumer repeated opportunity to elect whether to view ~~receive~~ advertising material while on line.

3. (Currently Amended) An interactive process ~~system~~ according to claim 2 wherein the participant consumer is able to view advertising simultaneously with information from said information provider at the option of the participant consumer, thereby allowing the participant consumer to offset the cost of on line time commensurate with the extent of exposure to advertising provided by the advertising provider.

4. (Currently Amended) An interactive process ~~system~~ according to claim 3 wherein said advertising station is remote from said consumer station.

5. (Currently Amended) An interactive process ~~system~~ according to claim 4 wherein said invitation is a flashing icon.

6. (Currently Amended) An interactive process ~~system~~ according to claim 5 wherein said consumer station is a computer.

7. (Currently Amended) An interactive process ~~system~~ according to claim 4 [5] wherein said consumer station is a digital television receiver, webpad or Wireless Application Protocol phone.

8. (Currently Amended) An interactive process ~~advertising system~~ according to claim 7 wherein said advertisements appear ~~on a computer, video or television screen~~ at a predetermined location ~~on the screen~~ on a display at the consumer station.

9. (Currently Amended) An interactive process ~~system~~ according to claim 8 wherein said advertising appears at said consumer station as in a banner on said ~~screen~~ display.

10. (Currently Amended) An interactive process ~~system~~ according to claim 9 wherein said icon appears at any location within said banner.

11. (Currently Amended) An interactive process ~~system~~ according to claim 10 wherein said banner is moveable.

12. (Currently Amended) An interactive process ~~system~~ according to claim 11 wherein said icon is visible irrespective of its location within said banner and when received at said consumer station ~~on a consumer computer~~ is enabled by an internet browser.

13. (Currently Amended) An interactive process ~~system~~ according to claim 12 wherein the advertising selected for viewing by said participant is displayed independent of any data or images displayed on said screen at said consumer station.

14. (Currently Amended) An interactive process ~~advertising system~~ according to claim 13 wherein viewer software enabling the consumer to view advertising, is browser driven such that said software is embedded into said viewer software and wherein said viewer software does not remain at the consumer station ~~on the computer~~ at the termination of viewing said advertisements.

15. (Currently Amended) An interactive process ~~system~~ according to claim 14 wherein a participant ~~consumer~~ registers with said advertising provider by providing a consumer profile.

16. (Currently Amended) An interactive process ~~system~~ according to claim 15 wherein said rewards comprise rebates to said participant ~~consumer~~ for the costs of internet time commensurate with the time spent viewing advertising.

17. (Currently Amended) An on line interactive process ~~advertising system~~ which enables elective time based viewing of advertising by a person receiving electronic data and/or images from an information provider;
the process ~~system~~ comprising;

a participant ~~consumer~~ computer which receives electronic data or images,
an information provider for providing said electronic data or images;

an advertising provider ~~station~~ in communication with said participant ~~consumer~~ computer; wherein, the advertising provider ~~station~~ communicates with said participant ~~consumer~~ computer ~~via the internet~~ upon election by said participant ~~consumer~~ responsive to an invitation from said advertising provider; wherein, ~~without requiring consumer-oriented enabling software downloaded to the consumer computer,~~ the participant ~~consumer~~ receives said advertising material by responding to a random invitation from the advertising provider appearing at the participant's ~~consumer~~

computer[;] without requiring consumer oriented enabling software downloaded to the consumer computer, and wherein, when said participant consumer elects to view advertising from said advertising provider the participant consumer receives rewards, credits, bonuses or selected benefits commensurate with the length of time advertising is viewed.

18. (Currently Amended) An interactive process system according to claim 17 wherein said participant consumer station is a computer terminal is connected to the internet and wherein said invitation is random and appears as a flashing icon on the screen of the consumer computer terminal, the process system including a predetermined idleness criteria such that in the event the participant consumer computer fails to respond to the random invitation within a predetermined period, the invitation will terminate ~~cancel itself~~ and reappear randomly at a later time on the participant consumer computer thereby allowing the participant consumer repeated opportunity to elect whether to receive advertising material while on line.

19. (Currently Amended) An interactive process system, according to claim ~~17~~ 18 wherein the participant consumer is able to view advertising simultaneously with Internet information at the option of the participant consumer, thereby allowing the participant consumer to offset the cost of Internet time commensurate with the extent of exposure to advertising provided by the advertising provider.

20. (Currently Amended) An interactive ~~process system~~ according to claim 19 wherein said advertising station is remote from said ~~participant consumer~~ computer.

21. (Currently Amended) An interactive ~~process advertising system~~ for enabling ~~time based~~ elective viewing of advertising at a ~~participant consumer~~ computer while the ~~consumer~~ computer is ~~connected to the internet~~ ~~on-line~~, the ~~process system~~ including an advertising provider in communication with said ~~participant consumer~~ computer while the ~~participant consumer~~ is obtaining ~~on-line~~ data or information from an information provider, ~~the system including a consumer computer in communication with an information provider,~~

wherein the advertising provider ~~computer~~ communicates with said ~~participant consumer~~ computer via the advertising ~~providers~~ ~~provider's~~ web site upon election by said ~~participant consumer~~ responsive to an invitation from said advertising provider; wherein, without requiring software downloaded to the ~~participant consumer's~~ computer, the ~~participant views~~ ~~consumer receives~~ said advertising material by responding to a random invitation from the advertising provider appearing on the ~~participant consumer~~ computer screen; said random invitation appearing as a flashing icon on a ~~display the screen of~~ the ~~participant consumer~~ computer and including a predetermined idleness criteria such that in the event the ~~participant consumer~~ computer fails to respond to the ~~random~~ invitation within a predetermined period the ~~participant consumer~~ will not receive advertising nor credits, cash, prizes or like

incentives for viewing said advertising, whereupon the invitation will reappear randomly at a later time on the participant's ~~consumer's~~ computer display ~~screen~~ allowing the participant ~~consumer~~ repeated opportunity to elect whether to receive advertising material while on line; wherein upon acceptance by the consumer of advertising by ~~signaling~~ signalling the advertising provider, advertisements will be sent to the consumer's computer for a predetermined random period following which the advertisements will be suspended until reactivated by the consumer by signalling the advertising provider; the process ~~system~~ thereby allowing the participant ~~consumer~~ to view advertising simultaneously with Internet information at the option of the participant ~~consumer~~, thereby allowing the participant ~~consumer~~ to receive credits, prizes or like or to offset the cost of Internet time commensurate with the extent of exposure by the participant ~~consumer~~ to advertising messages; the process ~~system~~ operable without the need for the consumer to download specific software.

22. (Currently Amended) An interactive process ~~system~~ according to claim 21 wherein when the icon is flashing, the consumer is not receiving advertising nor credits, rewards, prizes etc for viewing said advertising.

23. (Currently Amended) An interactive process ~~system~~ for accessing from a participant ~~consumer~~ computer at the option of a participant ~~consumer~~, advertising material supplied by an advertising provider in communication with said participant ~~consumer~~.

~~consumer~~ computer whilst the participant ~~consumer~~ computer is obtaining information from an information provider; the process ~~system~~ allowing including a participant ~~consumer~~ computer which at the option of the participant ~~consumer~~, establishes communication with an information provider ~~computer~~ responsive to an invitation from the advertising provider ~~computer~~,

wherein, the ~~an~~ advertising provider ~~which~~ communicates with said participant ~~consumer~~ computer via a web site of the advertising ~~providers~~ provider's ~~web-site~~ upon election by said participant ~~consumer~~ in response to an invitation from said advertising provider; wherein the participant, ~~consumer receives~~ without downloading participant oriented ~~the need for~~ enabling consumer oriented software downloaded to the participant ~~consumer~~ computer, views said advertising material by responding to a random invitation from the advertising provider appearing on the participant's ~~consumer~~ computer display screen ~~after once~~ the participant ~~consumer~~ has registered with the advertising provider by forwarding to the provider the participant's ~~consumer's~~ identifying information ~~Email address and/or such data as consumer's~~ ~~postcode~~; said random invitation appearing as a flashing icon on the display screen of the participant ~~consumer~~ computer in or near a banner advertisement such that in the event the participant ~~consumer~~ responds to the random invitation within a predetermined period, advertising will be sent to the participant's ~~consumer's~~ computer for a random period of time unknown to the participant, ~~consumer~~ allowing the participant ~~consumer~~ repeated opportunity to elect whether to receive advertising

material whilst on line; the ~~process system~~ thereby allowing the ~~participant consumer~~ to view advertising simultaneously with Internet information at the option of the ~~participant consumer~~ thereby allowing the ~~participant consumer~~ to gain credits, cash, rewards, prizes or the like or to offset the cost of Internet time commensurate with the extent of self determined exposure by the ~~participant consumer~~ to advertising messages.

24. (Currently Amended) A method for time based elective viewing ~~by a consumer~~ of advertisements by a consumer provided by an advertisement provider while the consumer is browsing the Internet such that the consumer can optionally view advertisements while viewing information supplied by an information provider to defray the costs of Internet on line time, the method comprising the steps of:

a) connecting a ~~participant consumer~~ computer to an information provider ~~computer~~ via the Internet,

b) establishing an on line link to an advertising provider via the information provider;

c) viewing receiving at the ~~participant's consumer's~~ computer from the advertising provider ~~computer~~ a randomly displayed invitation to view receive advertising material at the option of the ~~participant consumer~~ while the ~~participant consumer~~ is viewing receiving information from an information provider;

d) allowing said random invitation to display on the participant ~~consumer's~~ computer for a predetermined length of time, whereupon;

i) in the event that the participant ~~consumer~~ ignores the invitation to receive advertising material, the invitation will cease after a predetermined period of idleness and will reappear again at a random time allowing the participant ~~consumer~~ subsequent opportunities to accept the invitation to receive advertising,

ii) in the event that the participant ~~consumer~~ accepts the random invitation from the advertiser to receive advertisements from the advertising provider, the participant ~~consumer~~ will receive advertising on the participant's ~~consumer's~~ computer display screen;

e) in the event of selection of option d) ii) the advertising provider will credit the participant ~~consumer~~ for the cost of the on line time of the Internet connection commensurate with the amount of time spent by the participant ~~consumer~~ viewing advertising provided by the advertising provider.

25. (Currently Amended) A method according to claim 24 where said advertising appears in a banner which will display advertising targeted to a participant ~~consumer~~ profile until such time as the participant ~~consumer~~ cancels the advertising.

26. (Currently Amended) A method according to claim 25 comprising the further step of sending particulars of the participant ~~consumer~~ computer such as the computer's Email address to the advertising provider to establish a participant ~~consumer~~ profile link between the participant ~~consumer~~ computer and the advertising provider [,] ~~computer~~.

27. (Currently Amended) A method for time based elective viewing of advertisements by a participant ~~consumer~~ ~~of advertisements~~ provided by an advertisement provider while the participant ~~consumer~~ is on the Internet such that the participant ~~consumer~~ can optionally view advertisements while viewing information supplied by an information provider to defray the costs of Internet on line time, the method comprising the steps of:

a) connecting a participant ~~consumer~~ computer to an information provider ~~computer~~ via the Internet,

b) establishing a link to a web page of [a] an ~~provider~~ information provider host ~~via the information provider~~;

c) sending particulars of the participant ~~consumer~~ computer such as the computer's Email address to the host to establish a link between the participant ~~consumer~~ computer and the advertising provider; ~~computer~~;

d) receiving at the participant ~~consumer's~~ computer from said advertising provider ~~computer~~ a randomly displayed invitation to receive advertising material via

said host at the option of the participant consumer while the consumer is receiving information from ~~the~~ an information provider;

e) allowing said random invitation to display on the participant consumer's computer for a predetermined length of time, whereupon;

i) in the event that the participant consumer ignores the invitation to receive advertising material, the invitation will remain as a randomly flashing icon and will reappear again at a random time allowing the participant consumer subsequent opportunities to accept the invitation to receive advertising,

ii) in the event that the participant consumer accepts the random invitation from the host to receive advertisements from the advertising provider, the participant consumer will receive on the participant's consumer's computer display screen an advertising banner which will display advertising targeted to a predetermined parameter selected from ~~such as the consumer~~ participant profile information, post code or Email address; whereupon after a predetermined period of time supplying advertising, the advertising provider will cease provision of advertisements and will ~~re~~ reactivate the invitation to the participant consumer to request supply of the advertisements;

f) in the event of selection of option e) ii) the participant consumer will during the period of viewing of advertisements receive rewards or credits [,] or prizes or the cost of ~~the~~ on line time of the Internet connection commensurate with the amount of time spent by the participant consumer viewing advertising provided by the advertising

provider, wherein the advertisements are viewable by the participant without the need to download enabling software to an operating system of the participant's consumer's computer ~~the system interacts with the consumers computer browser and operates without the need to download enabling software to the operating system of the consumer's computer.~~

28. (Currently Amended) A method for elective time based viewing ~~by a consumer~~ of advertisements provided by an advertisement provider by a participant whilst the participant consumer is on the Internet such that the participant consumer can optionally view advertisements whilst viewing information supplied by an information provider to defray the costs of the Internet on line time, the method comprising the steps of:

a) connecting a participant consumer computer to an information provider ~~computer~~ via the Internet,

b) establishing a link to a web page of an advertising provider via the information provider ~~computer~~;

c) sending particulars of the participant consumer computer such as the participant's computer's Email address to the advertising provider to establish a link between the participant consumer computer and the advertising provider ~~computer~~;

d) receiving at the participant consumer's computer from the advertising provider ~~computer~~ a randomly displayed invitation to receive advertising material at the option of the participant consumer whilst the participant consumer is viewing receiving information from the [an] information provider;

e) allowing said random invitation to display on the participant's consumer's computer for a predetermined length of time, whereupon;

i) in the event that the participant consumer ignores the invitation to receive credits, prizes or rewards for viewing advertising material, the invitation will remain as a randomly flashing icon until the participant consumer signals said advertising provider that it wishes to receive said credits, rewards prizes or the like in return for viewing said advertising,

ii) in the event that the participant consumer accepts the invitation from the advertiser to receive credits, prizes or rewards for viewing advertisements from the advertising provider, the participant consumer will continue to receive on the participant's consumer's computer display screen on an advertising banner advertisements, whereupon after a predetermined period of obtaining credits, rewards, prizes etc for viewing advertising said icon will start flashing indicating that the participant consumer is no longer receiving credits, rewards or prizes for viewing advertising sent to the participant consumer computer,

f) in the event of selection of option e) ii) the advertising provider will during the period of provision of advertisements credit the participant consumer with cash, rewards prizes or equivalent or with the cost of the on line time of the Internet connection commensurate with the amount of time spent by the participant consumer viewing advertising provided by the advertising provider during a predetermined reward period.

29. (Currently Amended) A method according to claim 28 wherein the invitation to the participant consumer appearing on the participant consumer computer to receive advertising from the advertising provider is a flashing icon which the participant consumer may either mouse click clicks on or answer answers by a ~~an~~ alternative means such as a key stroke or other signal which signals to the advertising provider whereupon, the advertising provider matches with the particular participant's ~~consumer's~~ Email particulars, whereupon the advertising provider supplies advertising to the participant consumer computer until the participant consumer cancels the advertising.

30. (Currently Amended) An interactive process system for time based transmitting transmission of advertisements from an advertising provider to a participant consumer computer via the Internet, the process system comprising;

a participant consumer computer capable of establishing an Internet connection with an information provider;

an advertisement provider ~~computer~~ capable of establishing a connection with the [a] consumer computer,

a registration module at the advertisement ~~provider's provider computer~~ for receiving data including the participant consumer computer's Email address and or data from the participant consumer to identify and profile the participant consumer, such as post code;

providing an icon ~~or like indicia~~ at the participant consumer consumer computer delivered by the advertising provider to allow the participant consumer the option of receiving advertising from the advertising provider by signalling via that icon ~~or indicia~~ that the participant consumer wishes to receive advertising;

allowing ~~means at~~ the advertisement ~~provider's provider computer~~ to identify a received signal as that of a particular participant consumer when the participant consumer signals to the advertising provider via said icon its desire to receive advertising, allowing ~~means at~~ the advertisement provider ~~computer~~ to terminate display of the icon ~~or like indicia~~ in the event that a predetermined period of idleness of the icon ~~or indicia~~ is detected where the participant consumer does not signal via

the icon ~~or indicia~~ of its request for advertising material whereupon the advertising ~~provider's provider computer~~ permanently or temporarily terminates the display of the icon ~~or indicia~~ whereupon after a predetermined period of time has elapsed, the icon will reappear on the participant's ~~consumer's~~ computer allowing the participant ~~consumer~~ the option of electing to view advertising;

whereupon in the event that the participant ~~consumer~~ elects to view advertising material, the advertising provider will provide to the participant ~~consumer~~, credit, cash, rewards, prizes or the like commensurate with the amount of time spent by the participant ~~consumer~~ viewing advertisements.